

1961

GARDEN MUMS

from

FAIRVIEW NURSERY

COON RAPIDS, IOWA

"ONE OF THE MIDWESTS LARGEST MUM GROWERS"

BLOOMING MUMS for SPRING SALES!

HERE IS HOW

In recent years bedding plants have had tremendous popularity and surely will continue to do so. The general list of bedding plants sold has maintained an ever-increasing demand because of the long, almost trouble-free, season of bloom. And NOW, the ease of flowering Garden Mums in spring, permits their use right along with bedding plants for the cash and carry trade. Customers immediately recognize a good buy, knowing the bloom can be enjoyed both seasons, spring and fall.

We urge you to cash in on this very acceptable bedding plant item. Sales can be consummated over a long period, even as pinched plants before in bloom.

Mums potted to a three-inch pot the last of February, pinched one week later, and grown at a night temperature of 60 degrees, will offer a progression of flower in early May. A recommended list of the most suitable varieties for this purpose will be found inside of this list.

If the grower wishes to spread out the planting period for this crop, cuttings can be potted over a period of about thirty days — mid-February to mid-March, without the necessity of shade or lights, and thereby extend the blooming time over a longer period. Only 8 to 10 weeks are required to bloom.

The above procedure for flowering Garden Mums thru-out the May sales period does not require the use of shade or lights. However, if it is desired to flower them for a specific date, such as Mother's Day or Decoration Day, the following schedule is suggested.

Mother's Day (May 14)	Plant Mar. 1	Light Mar. 1-8	Shade Mar. 20 on	Pinch Mar. 24
Decoration Day (May 30)	Mar. 19	Mar. 19-25	Mar. 26	Apr. 9

Fairview Nursery

C. C. BOWMAN, Proprietor

Coon Rapids, Iowa

White

	Flowering Height	Date
AVALANCHE.	Med.	Sept. 20
MARTINS WHITE.	Short	Sept. 10
NANOOK.	Short	Sept. 15
OSTOSA.	Short	Sept. 20
PRINCESS KAY.	Short	Sept. 12
WHITE RICE.	Short	Sept. 20
WHITE CLOUD.	Short	Sept. 15

Pink & Lavender

	Short	Sept. 20
CAMEO.	Short	Sept. 15
COQUETTE.	Short	Sept. 15
DAN FOLEY.	Short	Sept. 15
EDNA ROWLEY.	Short	Sept. 15
FUCHIA FAIRY.	Short	Sept. 20
JOYOUS.	Short	Sept. 20
LORENZO.	Med.	Sept. 10
MINNPINK.	Short	Sept. 15
PINK SPOON CUSHION.	Short	Sept. 20
PRINCESS.	Short	Sept. 1
SPELLBOUND.	Med.	Sept. 15

Yellow

	Med.	Sept. 22
ASTORIA.	Med.	Sept. 23
BUTTERSCOTCH.	Med.	Sept. 10
CREAMPUFF.	Low	Sept. 10
DELIGHT.	Med.	Sept. 5
EARLY GOLD.	Short	Sept. 1
GOLD BUTTON.	Short	Sept. 10
GOLD RIBBON.	Short	Sept. 20
GOLDEN FANTASY.	Short	Sept. 15
JOHN MILBRETH.	Med.	Sept. 10
KINGS RANSOM.	Med.	Sept. 23
LEMON DROP.	Short	Sept. 12
MARIE HARTMAN.	Med.	Sept. 25
MARTINS YELLOW.	Short	Sept. 10
MICHIGAN.	Med.	Sept. 16
MURIEL RICE.	Med.	Sept. 12
PRAIRIE SUNSHINE.	Med.	Sept. 15
REAL GOLD.	Med.	Sept. 15
RUBY BREITHRAUP.	Med.	Sept. 25
SOME PUMPKINS.	Short	Sept. 5
TONKA.	Med.	Sept. 1
YELLOW CHRIS COLUMBUS.	Med.	Sept. 15
YELLOW MURIEL.	Med.	Sept. 20
YELLOW POMPONETTE.	Short	Sept. 12
YELLOW SUPREME.	Low	Sept. 25

1961

Wholesale List

The Midwest's Finest

Garden Mums Rooted Cuttings

- **DISEASE FREE** — Inspected and produced in sterilized rooting medium from selected stock plants.
- **FIELD TESTED** — For color, habit and form, and by public acceptance.
- **SHIPPED** — In modern packaging, well rooted, popular priced and of top quality.

OUR RECOMMENDED LIST

FOR GARDEN — FOR CUT FLOWERS — FOR SPRING POTS

For Spring Pots and Bedding Plants

WHITE: Martins White, Ostosa, White Rice, Nanook, White Cloud. **YELLOW:** Cream-puff, Early Gold, Gold Ribbon, Kings Ransom, Martins Yellow, Michigan, Yellow Chris Columbus. **PINK AND LAVENDER:** Cameo, Edna Rowley, Minnpink, Coquette, Pink Spoon Cushion, Spellbound. **RED AND BRONZE:** Flamboyant, Lipstick, Scarlet Crimson, Red Elf, Tecumseh, Bronze Queen, Toronto, Luxton's Red, Orsona, Early Bronze, Radiance. **PURPLE:** Twinkle, Purple Waters, Purple Queen.

For Cut Flowers

WHITE: Avalanche, White Rice, White Cloud, Princess Kay. **YELLOW:** Butter-scotch, John Milbreth, Marie Hartman, Muriel Rice, Tonka, Yellow Muriel, Yellow Chris Columbus, Kings Ransom, Michigan, Golden Fantasy. **PINK:** Dan Foley, Fuchsia Fairy, Joyous, Princess, Spellbound. **RED AND BRONZE:** Aksarben, Bronze Giant, Crown Jewell, Fred Stone, John Furst, Radiance, Ruth Scott, Toronto, Viv Cushion. **PURPLE:** Purple Waters, Twinkle, Lorenzo.

The Best All Round Cushions

WHITE: Martins White, Nanook, Ostosa. **PINK:** Cameo, Coquette, Edna Rowley, Minnpink, Princess. **RED AND BRONZE:** Bronze Queen, Harvest Bronze, Lipstick, Red Elf, Tecumseh, Viv Cushion, Vulcan. **PURPLE:** Purple Carpet, Purple Cushion, Purple Heart.

Special Discounts On Early Orders

ALL ORDERS POSTMARKED ON OR BEFORE FEB. 20
WILL RECEIVE 10% DISCOUNT

ALL ORDERS POSTMARKED FEB. 20 TO MAR. 20
WILL RECEIVE 5% DISCOUNT

All plants will be shipped nearest to date wanted
regardless to when ordered.

25 of one variety	\$2.00
50 of one variety	\$3.50
100 or more per 100	\$6.50

Fairview Nursery

IOWA'S LARGEST WHOLESALE MUM GROWERS

Coon Rapids, Iowa

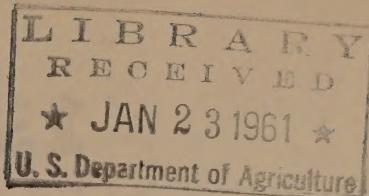
Bronze & Red

Flowering Height Date

AKSARBEN.	Large double clusters of 3" to 5" blooms of suntan shade overlaid with rose. Early bloom till frost.	Med.	Aug. 20
APACHE.	Big firecracker red with golden overcast	Med.	Sept. 25
AUTUMN BEAUTY.	Early large, brilliant, sparkly rich chestnut	Med.	Sept. 1
BRONZE GIANT.	Imposing 5" flowers of bright intense bronze	Med.	Sept. 18
BRONZE QUEEN.	Large copper bronze pompon. Cushion habit	Short	Sept. 15
CROWN JEWELL.	Bright currant-red with brilliant sheen	Med.	Sept. 25
EARLY BRONZE.	An early orange bronze button of great merit. Very pretty for borders.	Low	Sept. 15
FLAMBOYANT.	Bright flaming, large orange-bronze. Very stately and lively. Excellent color	Med.	Sept. 15
FRED STONE.	Brilliant, very large, dark red. Good cutting	Med.	Sept. 22
HARVEST BRONZE.	Very early rich apricot bronze with gold. Large flowers on bushy clean plants	Short	Aug. 25
JOHN FURST.	Fully double brilliant glistening orange	Med.	Sept. 25
LIPSTICK.	The best brilliant red cushion today. Very nice. Well shaped plants	Short	Sept. 20
LUXTON'S RED.	A new dark red mum of great merit. Strong sturdy, well shaped plants. Excellent	Med.	Sept. 10
ORINOCO.	New crimson cushion non-fading, very different	Med.	Sept. 20
ORSONA.	Very attractive red-bronze cushion of medium sized well balanced plants	Med.	Sept. 25
RADIANCE.	Red decorative, responds uniformly and breaks freely making excellent spring pot plants	Med.	Sept. 25
RED ELF.	Bright red pompons on tiny plants. Very nice for borders and accents	Short	Sept. 20
RUTH SCOTT.	4½" reflexed, incurved bronze. The best of the colorful large mums	Med.	Sept. 25
SCARLET CRIMSON.	Glowing bright red for fall sales	Med.	Sept. 20
TECUMSEH.	Low mounded cushion of erthrite-red to fluffy bronze with pink edges	Short	Sept. 12
TORONTO.	Rich coppery bronze on low bushy plants	Short	Sept. 10
VIV CUSHION.	Vivid brick red blooms that last. A truly nice red that holds color very well	Short	Sept. 15
VULCAN.	Dark red full double flowers on short branched plants. The best and earliest red	Short	Aug. 24
PURPLE CARPET.	Bright purple buttons on nice shaped dwarf plants. A beauty. Good for borders	Low	Sept. 15
PURPLE CUSHION.	Glorious mounds of peony-purple flowers. Very beautiful in masses	Short	Sept. 20
PURPLE HEART.	Semi-quilled petals of grape juice purple	Short	Sept. 10
PURPLE WATERS.	Our best early deep purple. 3" flowers	Med.	Sept. 20
TWINKLE.	NEW! Attractive shades of cyclamen purple	Med.	Sept. 17

Purple

PURPLE CARPET.	Bright purple buttons on nice shaped dwarf plants. A beauty. Good for borders	Low	Sept. 15
PURPLE CUSHION.	Glorious mounds of peony-purple flowers. Very beautiful in masses	Short	Sept. 20
PURPLE HEART.	Semi-quilled petals of grape juice purple	Short	Sept. 10
PURPLE WATERS.	Our best early deep purple. 3" flowers	Med.	Sept. 20
TWINKLE.	NEW! Attractive shades of cyclamen purple	Med.	Sept. 17



MUMS

GARDEN VARIETIES COLLECTION PRICES BELOW

PRICE SCHEDULE

25 of one variety	\$2.00
50 of one variety	\$3.50
100 or more per 100	\$6.50



YOUR SELECTION OF VARIETIES

SHIPPING INFORMATION

DELIVERIES: All orders are shipped by express collect unless otherwise directed. If parcel post is required, be sure and allow sufficient postage with your order.

CLAIMS: Our responsibility ceases when delivering carrier accepts shipment. If damage should occur enroute, have your AGENT inspect shipment and assist you to properly file claim for loss immediately. We shall aid you in every way we can, but in case of damage notify us at once.

PACKAGING: By shipping plants for many years to the wholesale trade we are fully aware of the many problems arising to perishable products enroute. Our means of packing is of the latest. Each and every 25 plants are placed in cellophane bags in partitioned boxes sealed and well wrapped in many thicknesses of news paper. This method assures safe arrival of the cuttings.

SUBSTITUTIONS: When substitution is permitted and necessary, we will ship equal or finer varieties, to the best of our judgment. Very often minor substitution, when permitted, will complete an order in full for one shipment, thus eliminating any delay and added expense.

AVAILABILITY: Our GARDEN MUM rooted cuttings are in constant production from JANUARY 1st to MAY 30th. 25 of each variety is the least that can be supplied, and all quantities must be in multiples of 25 because of the packing.

Special collection prices are made to those who wish us to select the better varieties for them. All collections are well balanced, and including many of the newer and better varieties, and usually can be shipped immediately or as needed.

COLLECTION NO. 1

Wide assortment for spring and fall sales.

Quantity _____

COLLECTION NO. 2

For spring blooming pots.

Quantity _____

COLLECTION NO. 3

Cushion varieties only.

Quantity _____

ORDER MAY COMPRIZE OF ANY COLLECTION OR COMBINATION OF COLLECTIONS

Collection Price Schedule

200	\$12.00
300	\$16.75
600	\$31.50
1000	\$50.00
2000	\$93.00

SHIPPING DATE _____ TOTAL QUANTITY _____ AMOUNT _____

SPECIAL DISCOUNTS ALSO APPLY ON COLLECTION PRICES

FAIRVIEW NURSERY

Wholesale Growers of
"SURE-TO-BLOOM" GARDEN MUMS
COON RAPIDS, IOWA

1961 ORDER SHEET

Sold to _____ Ship to _____

Date of Order _____ 1961 Shipping Date _____ 1961

Ship by _____ Express Office at _____

25 of one variety	\$2.00
50 of one variety	\$3.50
100 or more per 100	\$6.50

SUBSTITUTIONS

YES

NO SUBSTITUTIONS

NO

NOTICE SPECIAL DISCOUNTS BELOW

ALL ORDERS POSTMARKED ON OR BEFORE FEB. 20 WILL RECEIVE 10% DISCOUNT

ALL OREDRS POSTMARKED FEB. 20 TO MAR. 20 WILL RECEIVE 5% DISCOUNT

All plants will be shipped nearest to date wanted regardless to when ordered.

SPECIAL COLLECTION PRICES ON BACK OF THIS SHEET

Quan.	Variety	Am't	Quan.	Variety	Am't	Quan.	Variety	Am't
	WHITE			Gold Button	\$		Crown Jewell	\$
	Avalanche	\$		Gold Ribbon			Early Bronze	
	Martins White			Gold Fantasy			Flamboyant	
	Nanook			John Milbreth			Fred Stone	
	Ostosa			Kings Ransom			Harvest Bronze	
	Princess Kay			Lemon Drop			John Furst	
	White Rice			Marie Hartman			Lipstick	
	White Cloud			Martins Yellow			Luxton's Red	
	PINK & LAVENDER			Michigan			Orinoco	
	Cameo			Muriel Rice			Orsona	
	Coquette			Prairie Sunshine			Radiance	
	Dan Foley			Real Gold			Red Elf	
	Edna Rowley			Ruby Breithraup			Ruth Scott	
	Fuchsia Fairy			Some Pumpkins			Scarlet Crimson	
	Joyous			Tonka			Tecumseh	
	Lorenzo			Yellow Chris			Toronto	
	Minnpink			Columbus			Viv Cushion	
	Pink Spoon Cushion			Yellow Muriel			Vulcan	
	Princess			Yellow Pomponette			PURPLE	
	Spellbound			Yellow Supreme			Purple Carpet	
	YELLOW			RED & BRONZE			Purple Cushion	
	Astoria			Aksarben			Purple Heart	
	Butterscotch			Apache			Purple Waters	
	Creampuff			Aut. Beauty			Twinkle	
	Delight			Bronze Giant			TOTAL	\$
	Early Gold			Bronze Queen			DISCOUNT	\$
TOTAL THIS ORDER			Cuttings				TOTAL AM'T	\$

FAIRVIEW NURSERY

Wholesale Growers of
 "SURE-TO-BLOOM" GARDEN MUMS
 COON RAPIDS, IOWA

IOWA'S LARGEST WHOLESALE MUM GROWERS